

July 29, 2003

Federal Communications Commission
Consumer & Governmental Affairs Bureau
Consumer
445 12th Street, SW
Washington, D.C. 20554

In reply to: Proceeding #02-278

Dear Sir or Madam:

I am concerned about the new fax regulations published in the July 25th Federal Register. I regularly fax information to my clients regarding upcoming educational activities in their area. I have obtained their fax numbers directly from them along with their permission to fax. This permission is verbal. According to the new regulations, I will no longer be allowed to do this unless I obtain written permission.

By removing the "existing business relationship" qualification from the fax regulations, you are hampering my ability to communicate with my clients. This new regulation will have a huge negative impact on my "bottom line". Faxing allows me to communicate timely information on upcoming events that are affecting my clients at that particular time in a cost effective manner. I only fax to healthcare providers, many of whom do not have email, so that leaves me only the mail as an alternative. Communicating via mail takes more time and costs more money. I offer my educational activities at a very low cost to the health care community and will be forced to raise my prices to cover the increased cost of printing and mailing.

As I mentioned before, I only fax information to clients that have given me their fax numbers for the specific purpose of communicating confirmations and informing them of upcoming events they may be interested in attending. I explain in advance what they will be receiving. This has always been my practice. This new regulation will unjustly punish me and fellow businesses that have made a contentious effort to respect others and obtain permission before sending faxes.

September 11th affected my business severely and I have not fully recovered. Regulations like this will not help stimulate a declining economy and should be considered carefully before implemented. I strongly urge you to take another look at the effects this new regulation will have on business and the economy.

Sincerely,

Shasta Johnson Operations Manager Education